

**Janel Shoun-Smith**

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**Publications and Content Specialist**

Over the 25 years of my career, I have used communication to inform the public on important community issues, to influence the media's perception of organizations, to enhance the experience of customers, to ensure smooth operations, to build effective working relationships and to bear a little of one person's soul to another. I know how to use my communication skills to enhance any organization I am part of and any task I set my hand to.

**COMMUNICATION EXPERIENCE**

**Lipscomb University**  
**June 2006-Present**

Senior Communication Manager (2017-Present)  
Senior Publications Coordinator (2015-2017)  
Media Relations Manager (2006-2015)

- Build alumni community, enhance the university's brand and promote giving by producing up to **17** editions of long-format, editorial publications per year, including magazines, annual reports, conference programs and newsletters.
- Supervise the entire production process by practicing content management, writing copy, editing submissions, shepherding the publication through graphic design and interacting with administrators for final review.
- Reinforce marketing goals and brand messages by targeting appropriate audiences from alumni to parents, from professionals in a specific career field to donors.
- Provide additional audience touchpoints through a quarterly e-newsletter, web news stories, web copy, blog copy and general writing.
- Ensure a smooth production process through collaborating with and motivating various parties involved in the process such as faculty, staff, students, the marketing team and administrative leaders.
- Enhance publications' appeal to readers by overseeing internal magazine redesigns and two special anniversary editions.
- Confirm the marketing value of print publications and increase their effectiveness by developing and carrying out a reader survey for several of the university's magazines.
- Personnel management of student workers and entry-level employees who carry out general writing and data entry.

- Current and past duties include media relations, copywriting, maintaining a web events calendar, coordinating a database of media clips, developing a faculty experts list for media and proofreading.

**Williamson A.M.**

Freelance real estate reporter

**October 2005-June 2006**

- Informed the public on real estate trends and happenings through writing content and coordinating photos for a section in the Williamson County edition of The Tennessean, Gannett's Nashville newspaper.

**Grace Presbyterian Church**

Office Manager

**Oct. 2004-June 2006**

- Kept records of the church's financial records, ensuring on-time payment of bills and payroll and making deposits.
- Ensured successful and inspirational events such as the women's and men's retreats through booking locations, coordinating food and preparing materials.
- Facilitated communication within the congregation through the weekly bulletin, including the order of worship and various announcements.

**Family Dynamics**

Office Manager

**Jan. 2003-Oct. 2004**

- Implemented just-in-time nationwide delivery of all curriculum and products to customers by developing inventory management systems, scheduling of purchasing and shipments and supervising shipping employees.
- Developed a fair process of distributing leads to the sales staff.
- Researched and implemented a change in shipping vendor to save the company money.
- Duties also included general clerical work, data entry and customer service.

**Tennessee Health Care Association**

Writer/Publications Coordinator

**Sept. 2001-Dec. 2002**

- Promoted quality care among association members by providing the latest long-term care industry news and practices in a biweekly newsletter and quarterly long-term care magazine.
- Employed content management for the bi-weekly newsletter by generating the story budget, writing copy and copy editing.
- Assisted member facilities with local promotion and reputation management through writing press releases and web content.

- Wrote copy for brochures, annual reports, speeches and articles.
- Instilled pride among employees and promoted quality work practices by coordinating outreach programs such as Awards of Excellence, Caregiver of the Year and Who's Who in Nursing Homes.

**Naples Daily News/Bonita Daily  
News/Bonita Banner  
1996-2001**

Bonita Environmental Reporter (2000-2001)  
Naples Higher Education Reporter (1999-2000)  
Bonita Florida Gulf Coast University/Estero  
Community Reporter (1996-1999)

- Informed the public by writing articles on water supply issues, wetland preservation, urban growth issues, endangered species, Florida state higher education, public budgeting, local fire departments, a labor dispute at the fire department, civic groups and a city incorporation.
- Employed content management to determine which stories to include in a free localized publication or in the larger citywide newspaper.
- Wrote first-person columns on a new university established in the community.
- Explored urban growth issues in various communities nationwide as part of a team of reporters at various Scripps newspapers.

**Miami Today  
1994-1996**

Copy Editor/Real Estate Reporter

- Informed the public by writing articles on the chamber of commerce, the arts and culture scene, and residential and commercial real estate industries.
- Ensured style and accuracy by copy editing writing by all Miami Today reporters.
- Employed content management to produce a weekly events calendar and local event blurbs.

**Andalusia Star-News  
1993-1994**

County Reporter/Shopper Editor

- Informed the public by writing article on a local flood, the county commission's actions, potentially unethical actions by a commissioner, the county schools and general news, as well as a first-person weekly column.
- Employed content management to determine which stories to include in a localized newspaper or in the larger countywide newspaper.
- Practiced graphic design of the newspaper using Quark.

**EDUCATION**

B.S. in Journalism: News Editorial  
University of Tennessee-Knoxville, 1993

M.S. in Corporate Communications  
Austin Peay State University, 2014

### **CIVIC INVOLVEMENT**

- Arizona Navajo Reservation Mission Team member, May 2019
- Sunday School teacher and volunteer at Smith Springs Church of Christ, 2015-2018
- HealthyU Wellness Ambassador at Lipscomb University, 2017-2019
- Joshua Project mentoring program at Lipscomb University, 2013-2017
- Volunteer public relations work for the Living Water Project, Nashville-based nonprofit that builds wells in disadvantaged nations around the world
- Secretary and board member for the Secret Givers Foundation, Nashville-based nonprofit that distributes school supplies to students in Honduras
- Adult volunteer for the Girl Scouts of America, 1989-1994 (Knoxville), 2005 (Nashville)